



Missouri Travel Barometer
December 2014 Report
(Data available as of 01/15/15)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, “How is tourism doing statewide?” Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri’s tourism industry and are indicators of its health.

December Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through November

According to Smith Travel Research, Missouri’s statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in ADR and RevPAR while other states are showing strong growth in Occupancy and Demand.

Missouri Lodging:

Demand up 4.5% -- Occupancy up 4.5% -- ADR up 5.4% -- RevPAR up 10.1%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through October

- For FY14, a 4.8% (\$528.2 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 4.7% increase (\$446.2 million) is indicated from preliminary reports on 17 SICs for January - October

Website Visits: 2014 Calendar Year to Date through December

- Total web visits (main site and mobile visits) were up 25.3% for Dec CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits) were up 20.9% for Dec 2014 compared to Dec 2013

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through December

- 119,937 for 2014 CYTD – an decrease of 26.7% due to an one time addition of 61K Conservationist leads in April 2013
- For the month of December only compared to last December, there was a 38% decrease

Welcome Center visits: 2014 Calendar Year to date through December

- For CYTD 2014 through December, the centers are up 9.6% compared to the same period in 2013
- For the month of December only compared to last December, there was an 18.1% decrease

Commercial airport deplanements: 2014 Calendar Year to Date

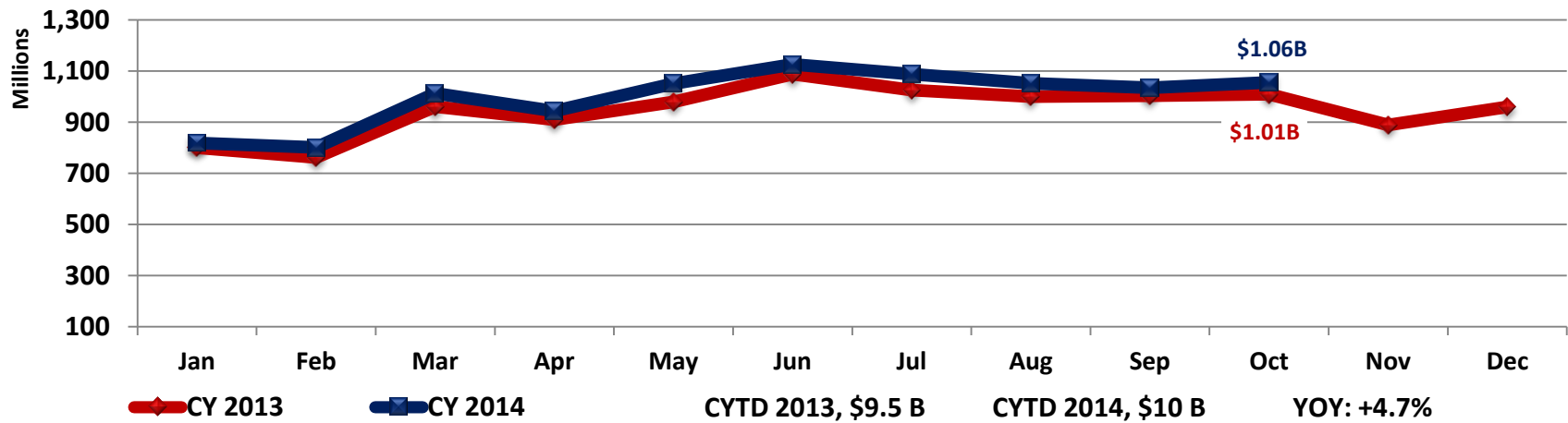
- KC up 4.8% for Jan-Oct 2014 CYTD
- St. Louis down 1.4% for Jan-Sept 2014 CYTD
- All airports up 1.0% for Jan-Sept CYTD

nSight-Searches and Bookings on third-party travel websites

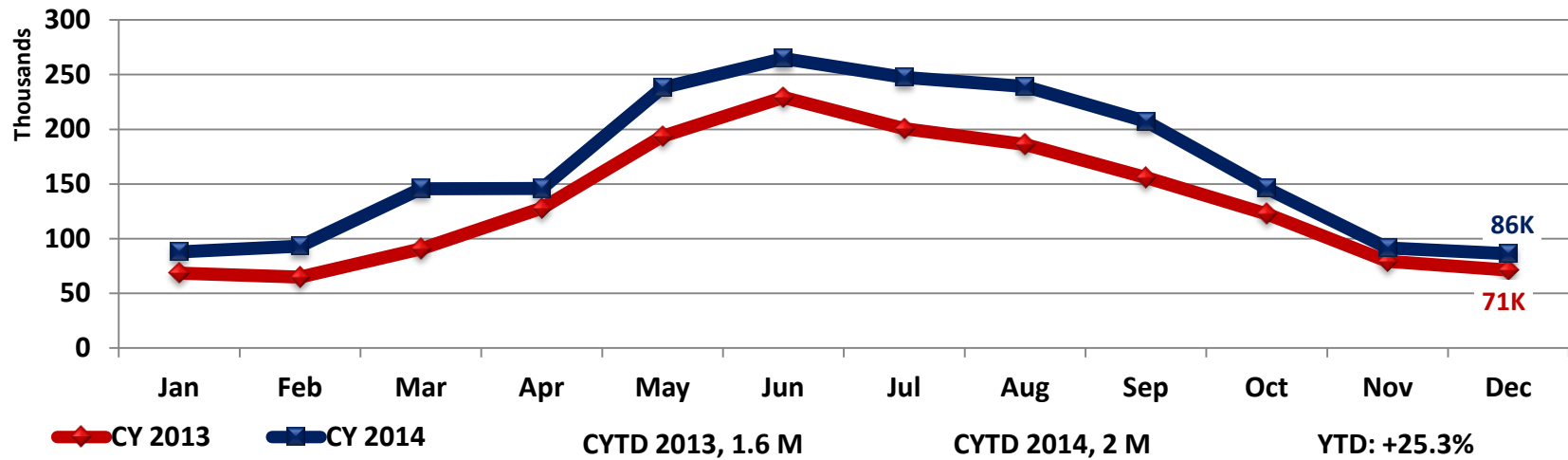
- Conversion for travel to Missouri across third-party sites was flat at 0.7% for December compared to last December
- Top Converting (Booking) Markets (outside of MO) are New York, Washington DC, Los Angeles, Chicago, Philadelphia and Boston
- The Mideast is dominating in booking volume for Missouri for the next 60 days with 50% of booking share

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

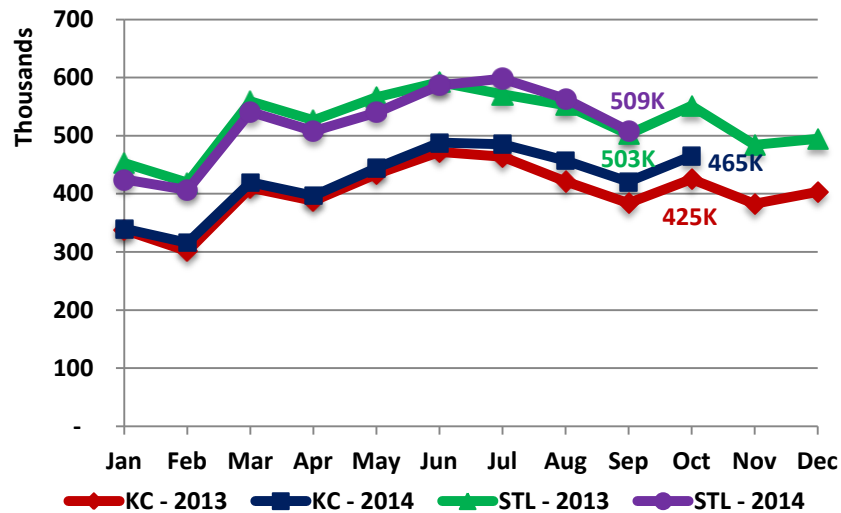
Sales Revenue from 17 Tourism SICs



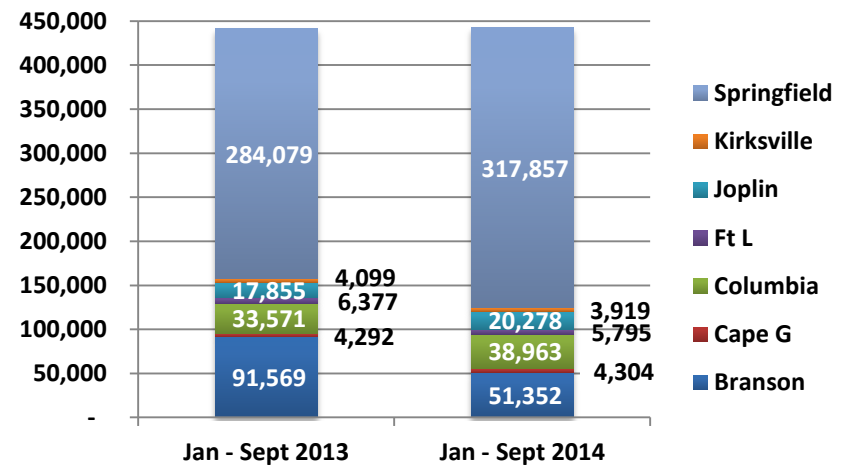
Total Web Visits



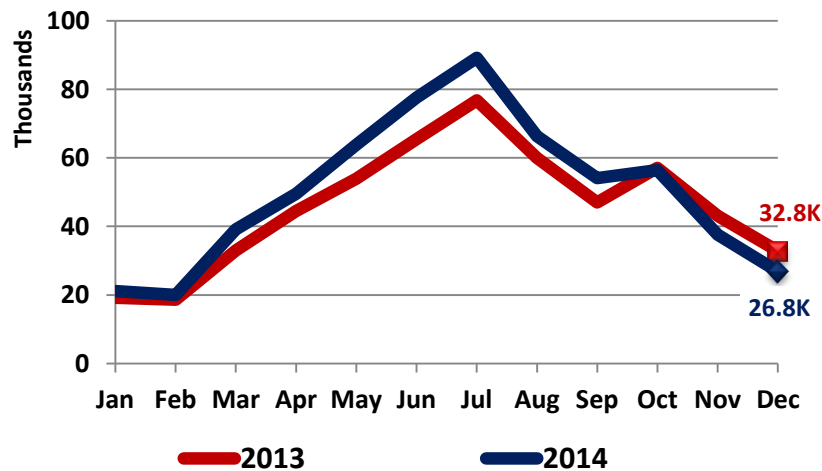
KC & STL Airport Deplanements



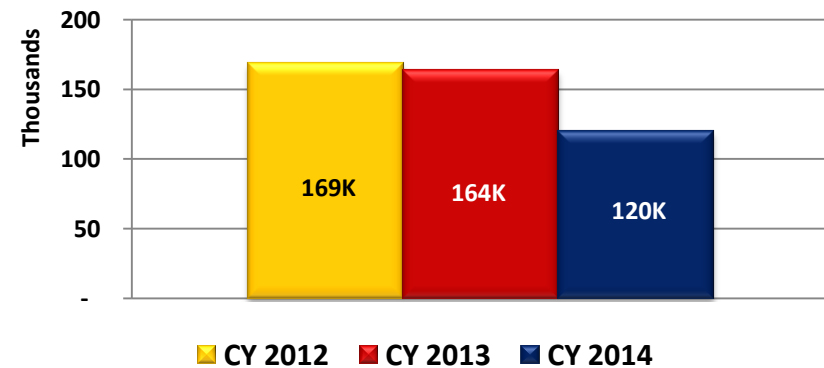
All Other Airport Deplanements January - September



Welcome Center Visitors



CYTD Responses thru December



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.